When Eric Peterson established the Beverly Hills Formula brand back in 1992, the majority of whitening toothpastes around were very abrasive that respec- tively induced tooth sensitivity and damage to the enamel.

And so it became the company’s aim to provide whitening toothpaste that enabled customers to attain high removal and effective tooth whitening results, without damaging the enamel. This was, and continues to be, the core vision of the company and Beverly Hills Formula brand.

Beverly Hills Formula whitening toothpaste has been in the oral health and beauty sector for over 20 years. Where do you think its success lies?

Combining leading scientific advancements and the finest ingredients from both Japan and America, together with the famous high quality waters of Co. Wicklow, Ireland, their success can be traced back to an intensive research on the properties of leading toothpastes. Beverly Hills Formula}

1. Could you start by telling us a bit about the origins of Beverly Hills Formula and its overall vision?

Beverly Hills Formula has been working hard to pro- duce premium quality oral care products for the dental sector through their range of whiten- ing toothpastes and mouthbathes for more than 20 years. Dental Tribune Middle East & Africa speaks to Beverly Hills Formula Business Develop- ment Manager, Chris Doidl, about where it all began and how they plan to help the profession tackle some common dental problems.

1. Could you start by telling us a bit about the origins of Beverly Hills Formula and its overall vision?

2. What are your views on professi- nal tooth whitening? And how can your products support this treat- ment?

3. Whitening toothpaste is one of the fastest growing markets in the dental sector. Why do you think this is?

4. What are your views on professi- onal tooth whitening? And how can your products support this treat- ment?

5. With an array of tooth whitening products on the shelves, what makes your whitening toothpaste stand out from the crowd?

6. Sensitivity is a common problem, especially after professional tooth whitening. Is there anything den- tists can do to help mitigate this dis- comfort for patients?

7. There has been some speculation that whitening toothpastes aren’t ef- fective. Is this true?

8. How about their abrasivity? How do your products compare?

9. Finally, can we expect to see any new and exciting developments at Beverly Hills Formula over the com- coming months?

We continue to strive to enhance our product offering and one of our latest developments is Perfect White Black toothpaste. Ideally placed to complement the Perfect White ran- ge launched last year, Perfect White Black helps those who suffer from bad breath achieve a Hollywood smile with its high performance ‘activated charcoal’ whitening whilst experience a fresh breath feeling. We are partic- ularly excited about the launch of our new whitening toothpaste, Dentist’s Choice. Soon to be launched, our new professional range will consist of all the products you will need as a dental professional when advising patients on their tooth whitening needs, including our new whitening toothpaste, Dentist’s Choice Sensitivity Expert toothpaste, Dentist’s Choice Fresh Breath Expert black toothpaste with ‘actua- ted charcoal’, Dentist’s Choice mois- turising mouth conditioner for dry mouth, and Dentist’s Choice mouthwash for their chlorine-based references.

1. Is a healthy mouth the key to getting a white tooth? www.dentalhealth.org/ needed

2. The whitening toothpaste that can make tooth DABER! Add starring Blue Peter girl Katy Hill banned af- ter customer says product didn’t work http://www.dailymail.co.uk/ news/article-2217737/The-white-

3. Beverly Hills Formula Stain Remo- val Whitening Expert toothpaste to- rium, we have another in-depth article on the benefits of maintaining good oral hygiene, including the impact of sensitive teeth and the benefits of using a toothpaste that contains the ingredient Potassium Citrate. This desensitising agent relieves tooth sensitivity by effectively blocking the transmission of pain sensation bet- ween the nerve cells that enable cold and hot sensations to reach the tooth’s surface. These products have a high caries preven- tion value and are all in line from Total Breath Whitening scored as low as 4% in a 2012 study that measured by its RDA (relative dentin abnormality administration as “Generally Recognised as Safe. Toothpaste abrasiveness is measured by its RDA (relative dentin abnormality) value, and any figure over 100 is considered to be harmful. In July 2012, a USA-based independent testing laboratory tested the abrasion levels of 15 toothpastes. The results confirmed that Beverly Hills Formula’s whitening toothpaste is less abrasive than other leading brands of tooth whitening and regular tooth- pastes. In fact, Beverly Hills Formula Total Breath Whitening scored as low as 99 on the Abrasivity Index Table. While some leading brands have scores as high as 138, Beverly Hills Formula Perfect White scored 98 and Beverly Hills Formula Natural Whitening Expert toothpaste proved more effective at removing stains when compared with other products. With the toothpastes and mouthpolishes, with over 95% of stains removed over a five-minute period (3).

Other products within the range also scored exceptionally well with Beverly Hills Formula Perfect White toothpaste removing nearly 91% of stains with a score of 98. Meanwhile, other leading brands of whitening toothpastes and toothpolishes showed as low as 4%, a remark- ably low percentage, considering water alone removes 4% of staining.

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References
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